



exploring the relational responding task (RRT) as a measure of language attitudes

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RU Quantitative Lexicology and Variational Linguistics

introduction

- lack of methodological innovation in language attitude research

vs.

enormous productivity in the development of implicit attitude measures in social psychology

→ which of these social psychological measures could be useful to study the social meaning of language variation?

Relational Responding Task



overview

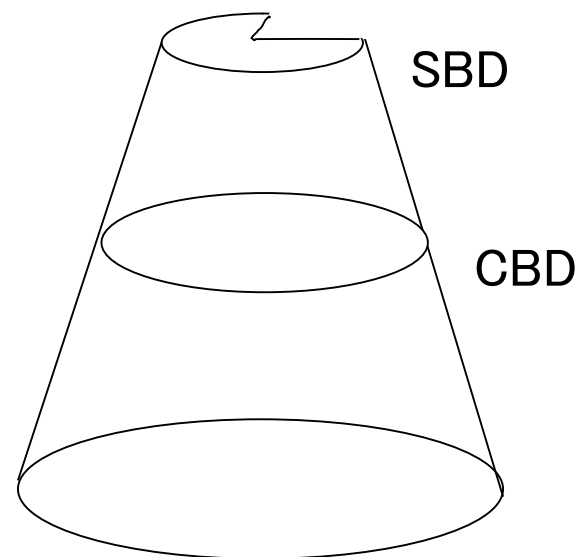
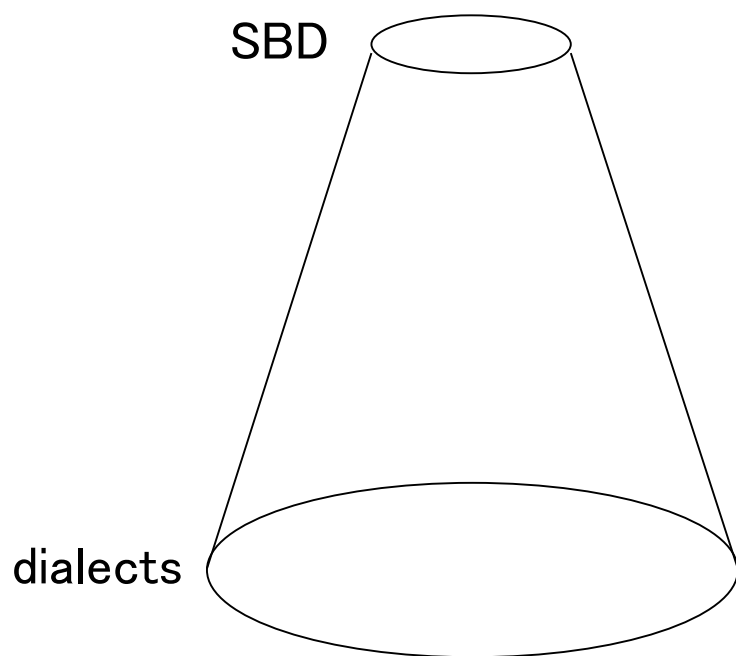
- linguistic background
- RRT 101
- methodology
- results

linguistic background

- varieties under study:
 - Standard Belgian Dutch (SBD)
 - Colloquial Belgian Dutch (CBD)

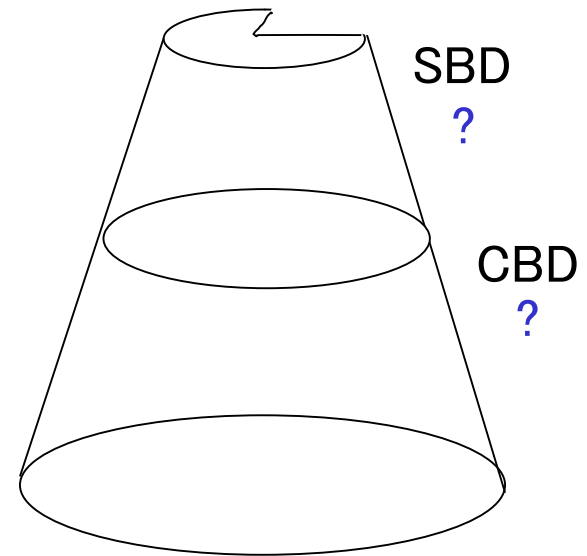
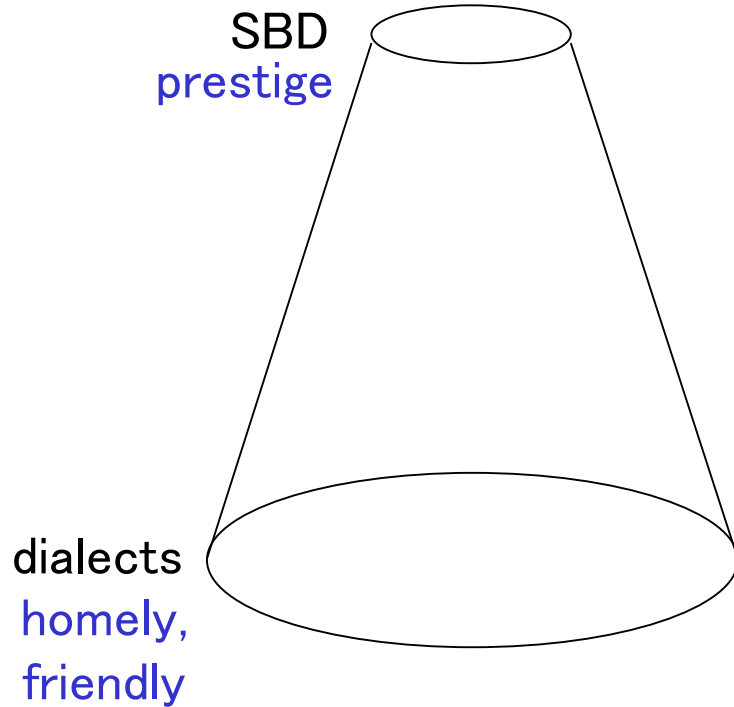
linguistic background

- change in production:



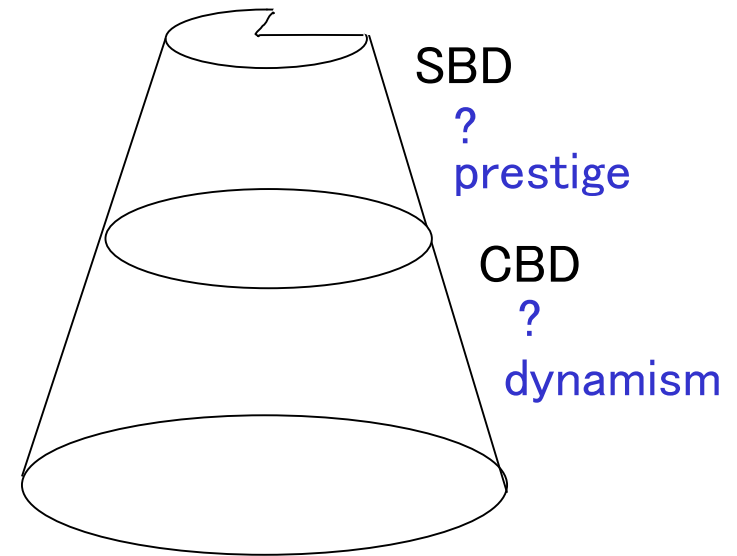
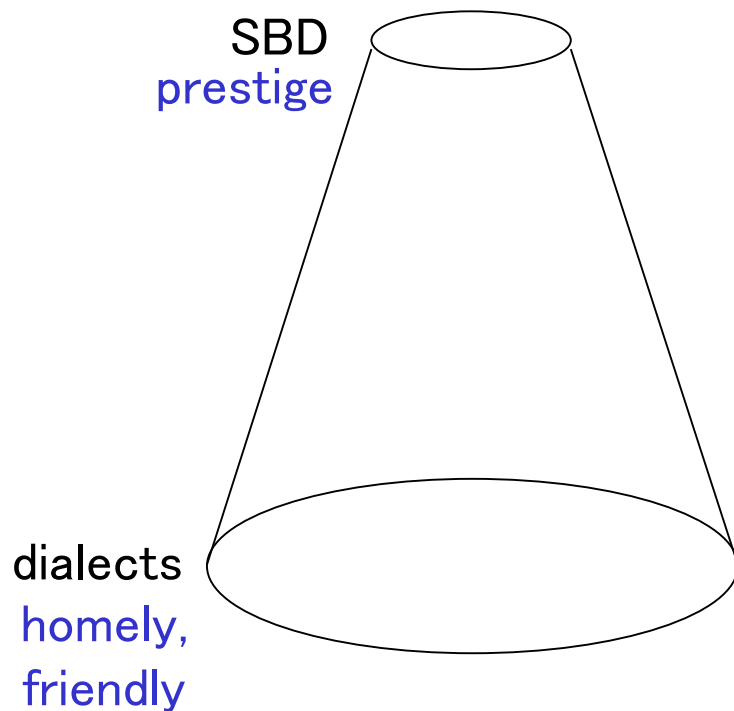
linguistic background

- what about perception?



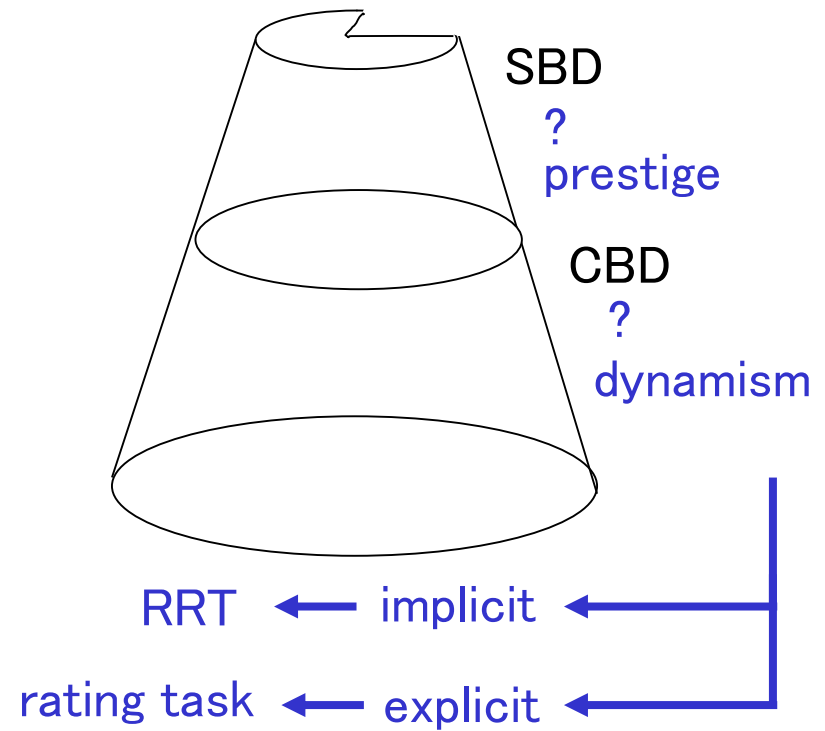
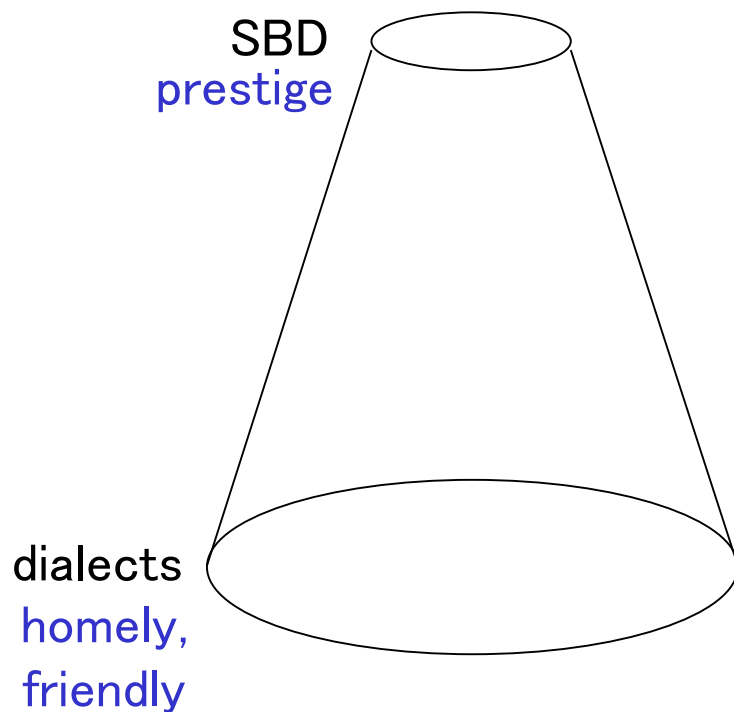
linguistic background

- what about perception?



linguistic background

- what about perception?



linguistic background

- hypotheses:
 - SBD associated with prestige evaluations
 - in both implicit and explicit measurement
 - CBD associated with dynamism evaluations
 - in implicit measurement, maybe in explicit measurement

RRT 101

- participants evaluate statements as true or false, given a basic ‘rule’

e.g.

rule = Tokyo is nicer than Kyoto

statements = one falls in love with Tokyo more easily than with Kyoto, the atmosphere is more pleasant in Kyoto than in Tokyo, people like to go to Tokyo more than to Kyoto etc.

RRT 101

- in the course of the experiment the rule changes;
‘Kyoto is nicer than Tokyo’
- reaction times are slower when the rule does not correspond to the participants’ beliefs

RRT 101

	BELIEF	INDUCER
stimuli	<p>variety A sounds more prestigious than variety B</p> <p>statements</p> <p><i>variety A sounds more intelligent than variety B</i></p> <p><i>variety B sounds less clever than variety A</i></p> <p><i>variety B sounds more intelligent than variety A</i></p> <p><i>variety A sounds less clever than variety B</i></p> <p>...</p>	<p>true:</p> <p><i>'true',</i></p> <p><i>'correct',</i></p> <p><i>'exact',...</i></p> <p>false:</p> <p><i>'false',</i></p> <p><i>'wrong',</i></p> <p><i>'incorrect',...</i></p>

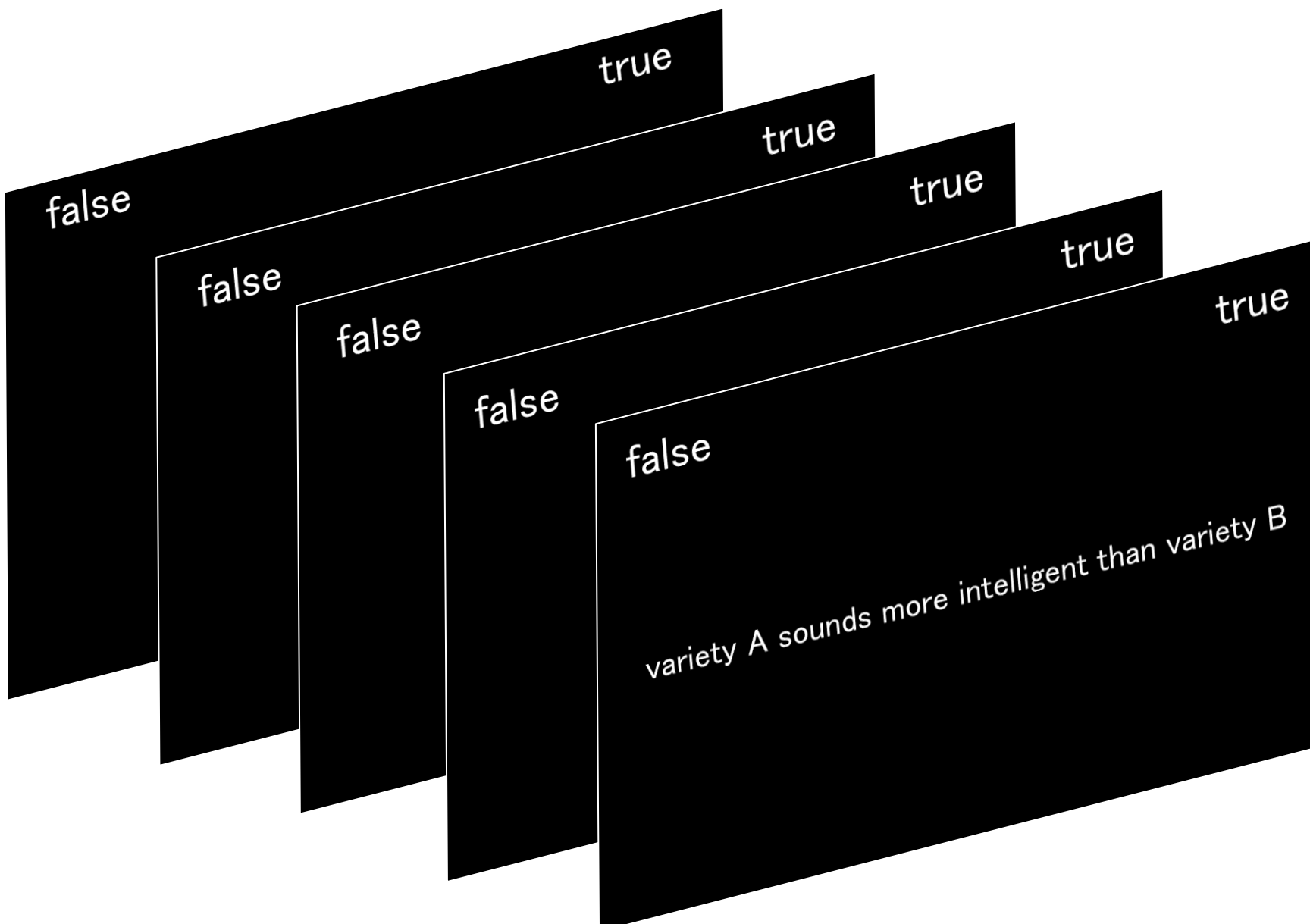
RRT 101

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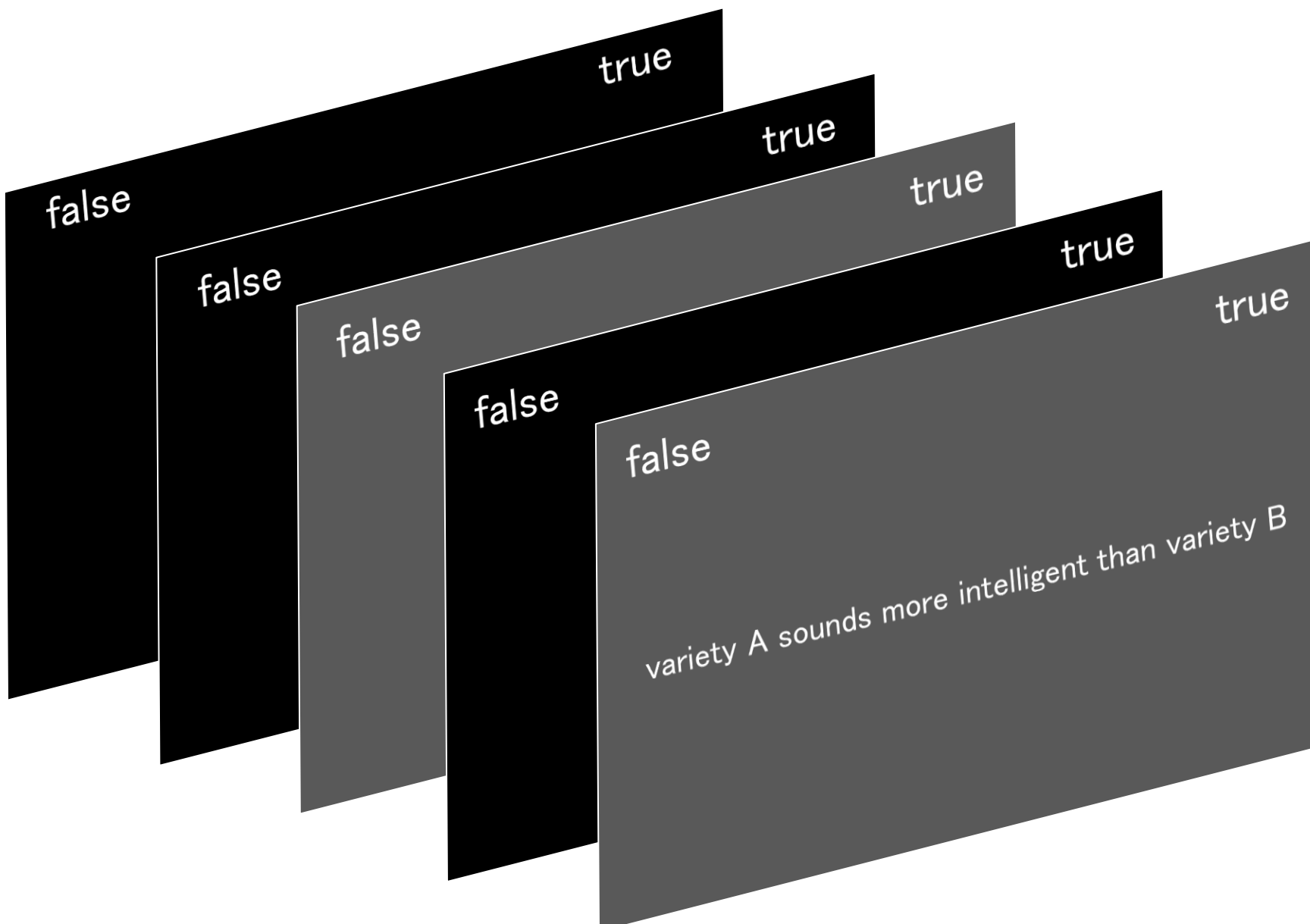
RRT 101

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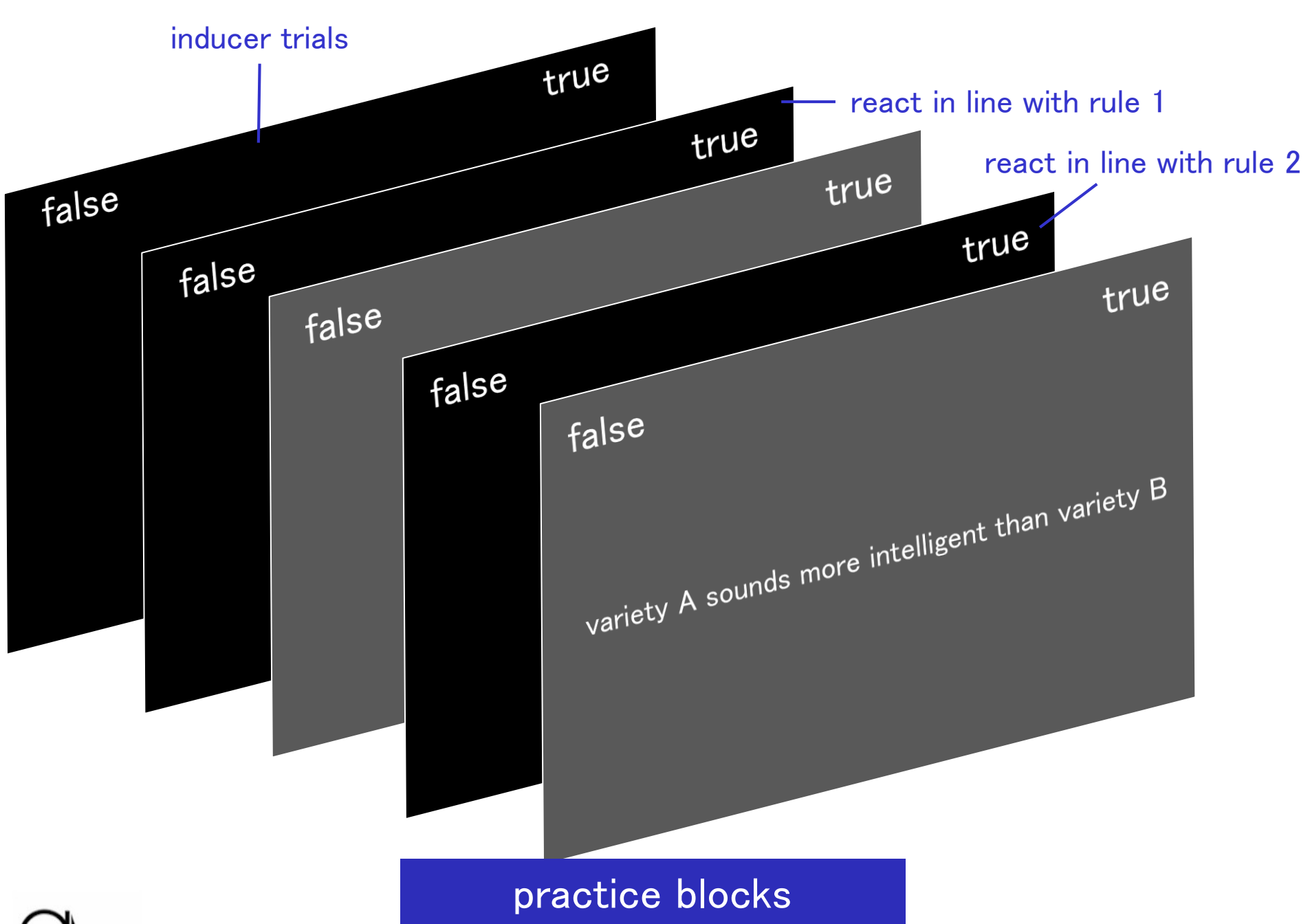
RRT 101

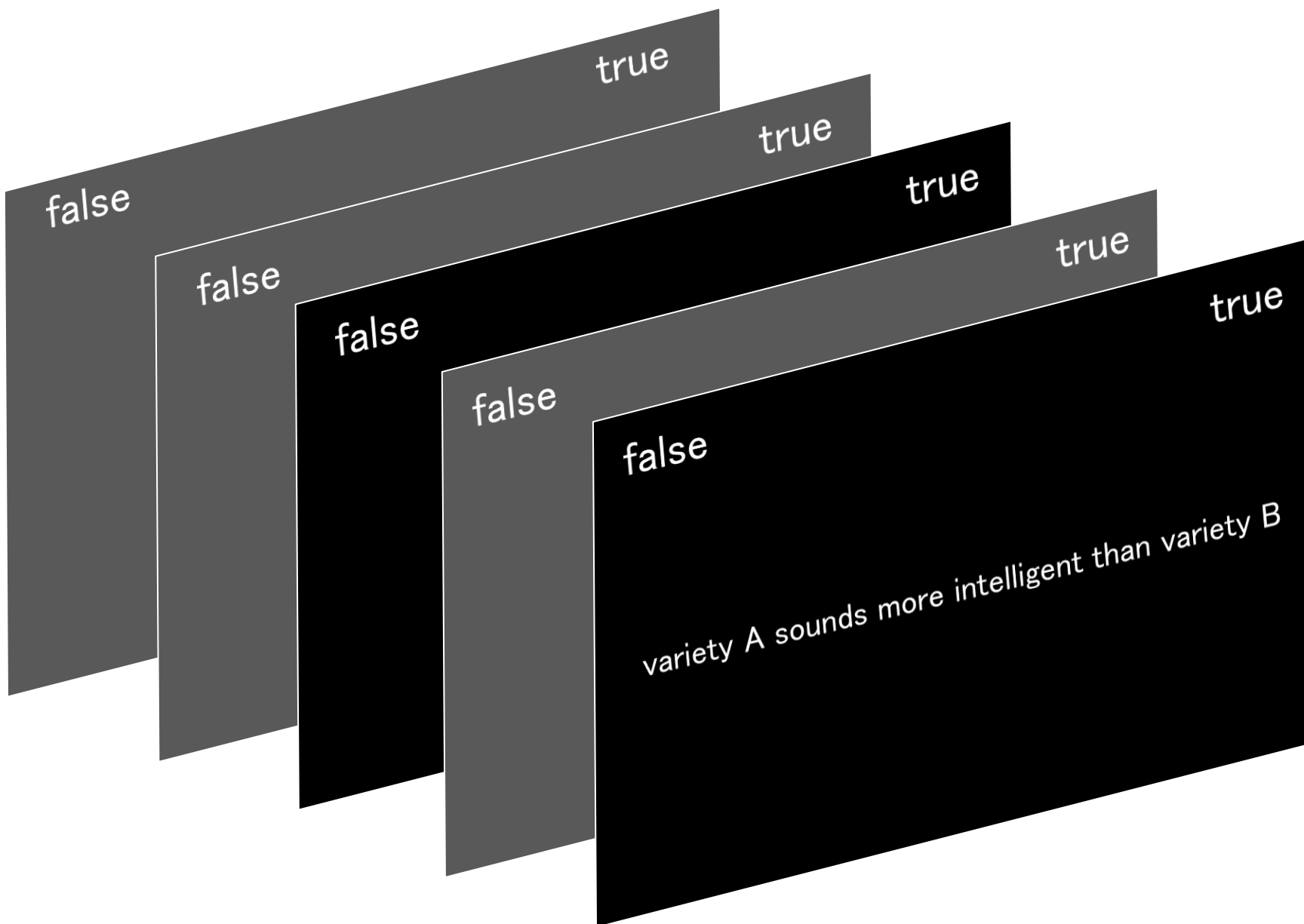


5 blocks of trials



practice blocks





experimental blocks 3 & 5

false

true

false

true

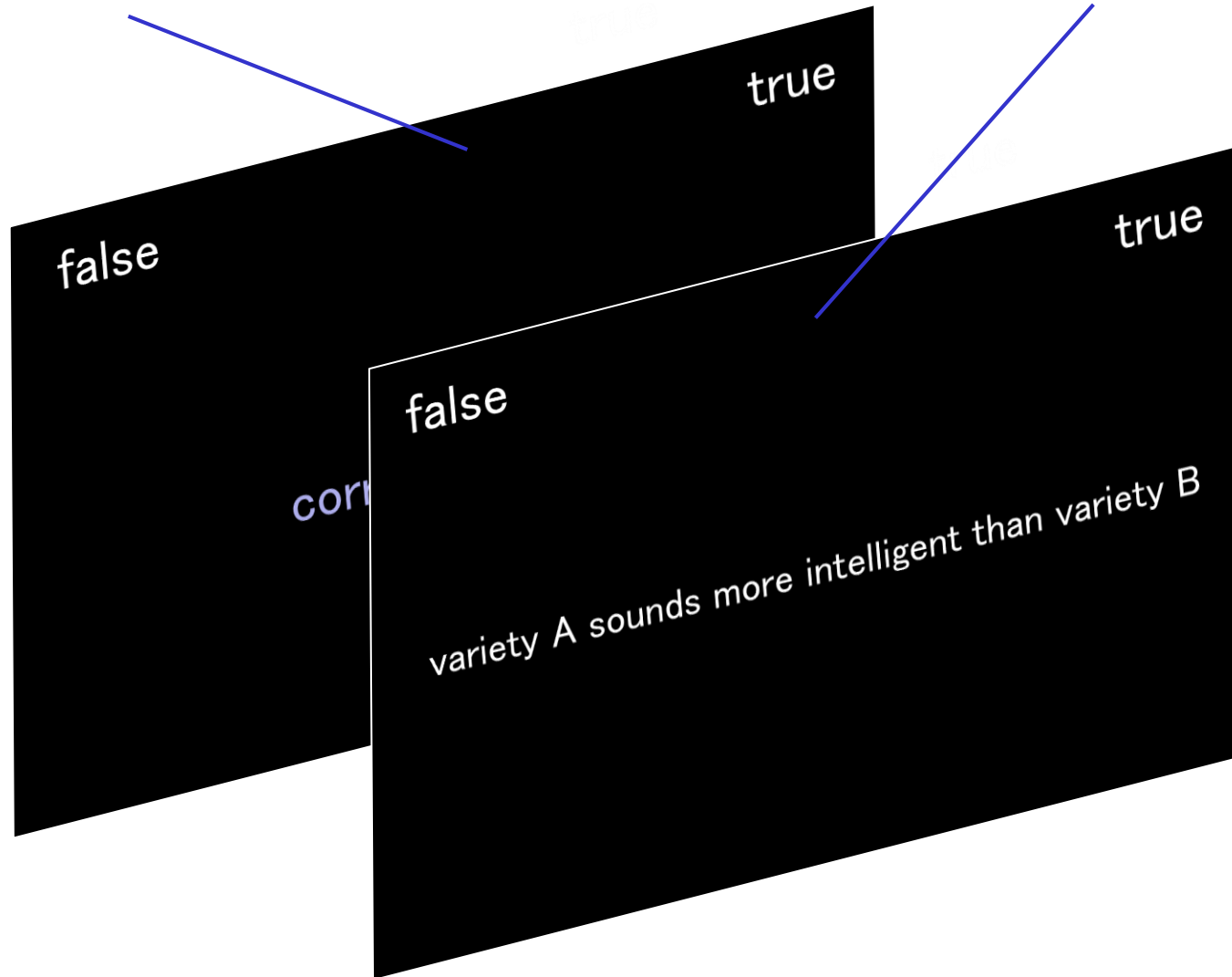
correct

variety A sounds more intelligent than variety B

experimental blocks 3 & 5

inducer trials +
statements: react in line with rule 1

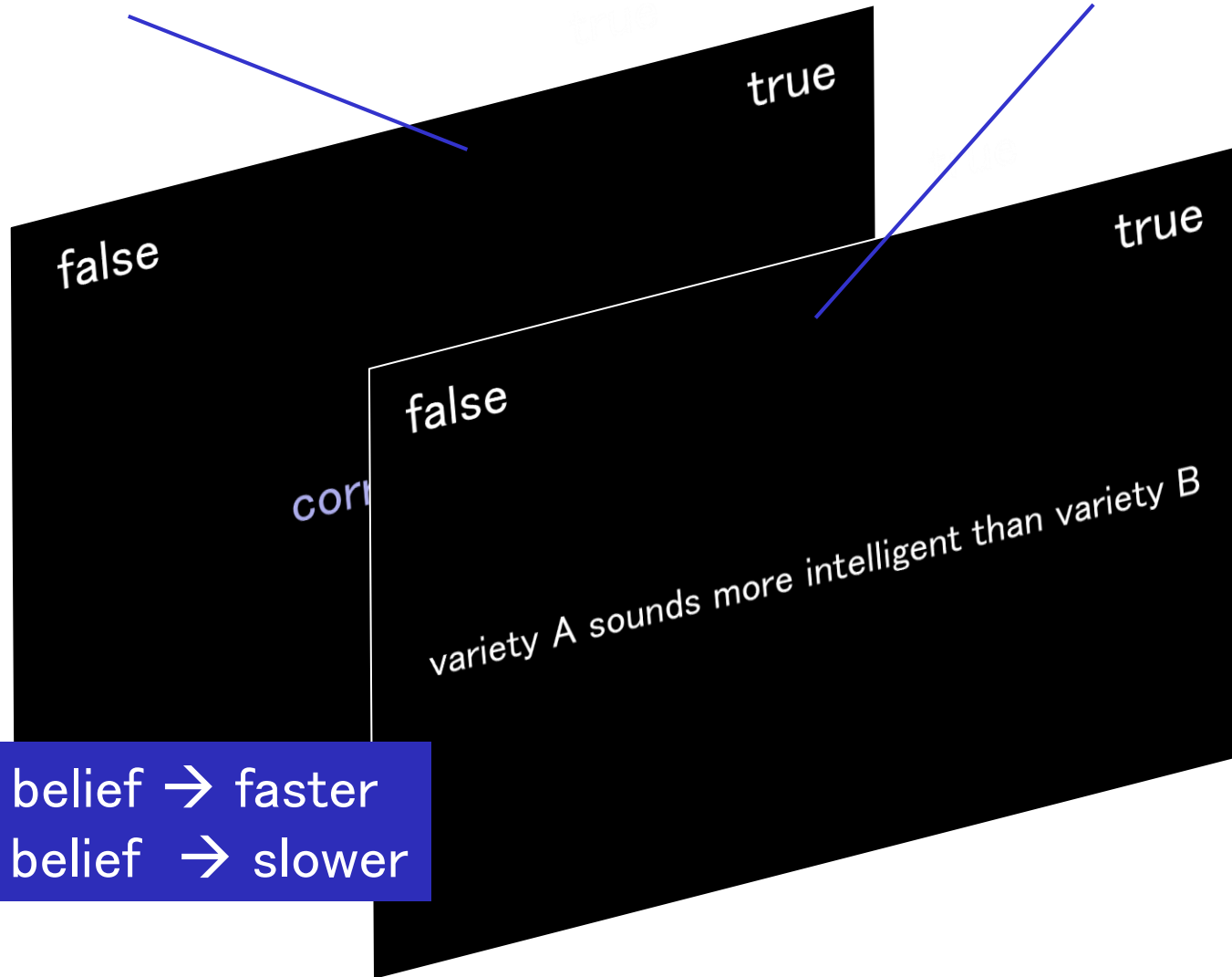
inducer trials +
statements: react in line with rule 2



experimental blocks 3 & 5

inducer trials +
statements: react in line with rule 1

inducer trials +
statements: react in line with rule 2



rule = own belief → faster
rule ≠ own belief → slower

experimental blocks 3 & 5

methodology – experimental design

methodology – experimental design

- implicit measurement → RRT
+
explicit measurement → rating task

- procedure:

$RRT_{(\text{prestige/dynamism})} - RRT_{(\text{prestige/dynamism})} - \text{explicit rating task}$

- online

methodology – experimental design

- 5 conditions
 - labelling varieties in statements



SBD

AN

AN

fragment 1

Pieter

Bart Schols



CBD

tussentaal
dialect

fragment 2

Jonas

Otto-Jan Ham

] focus on speech

] focus on audio sample

] focus on speaker

methodology – experimental design

- implicit measurement → RRT

statements

prestige: *smart, rich, intelligent* / *stupid, poor, ignorant*...

dynamism: *trendy, entertaining, relaxed* / *old-fashioned, serious*,...

- explicit measurement → rating task

* Wie klinkt het meest...

chill?	fragment 1	<input type="range"/>	fragment 2
ernstig?	fragment 1	<input type="range"/>	fragment 2
entertainend?	fragment 1	<input type="range"/>	fragment 2

methodology – participants

- participants

- total: 391

AN & tussentaal	AN & dialect	fragment 1 & 2	BS & OJH	Jonas & Pieter
63	51	160	65	52

- predominantly Flemish students

- $M_{\text{age}} = 20.57$

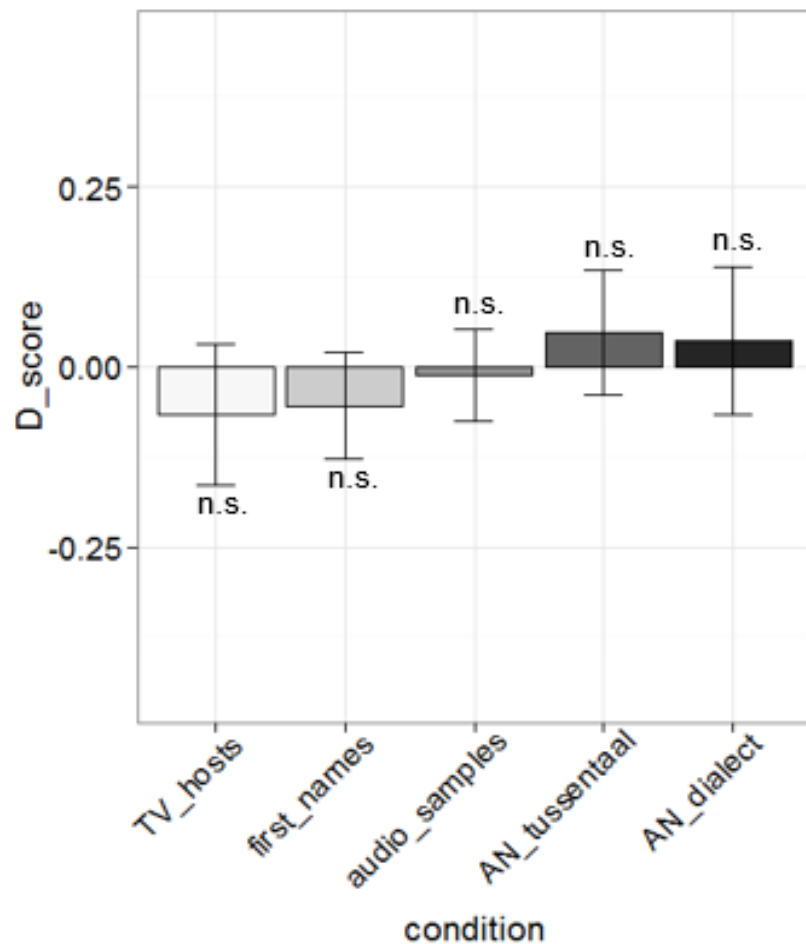
- gender: 77% f

methodology – analysis

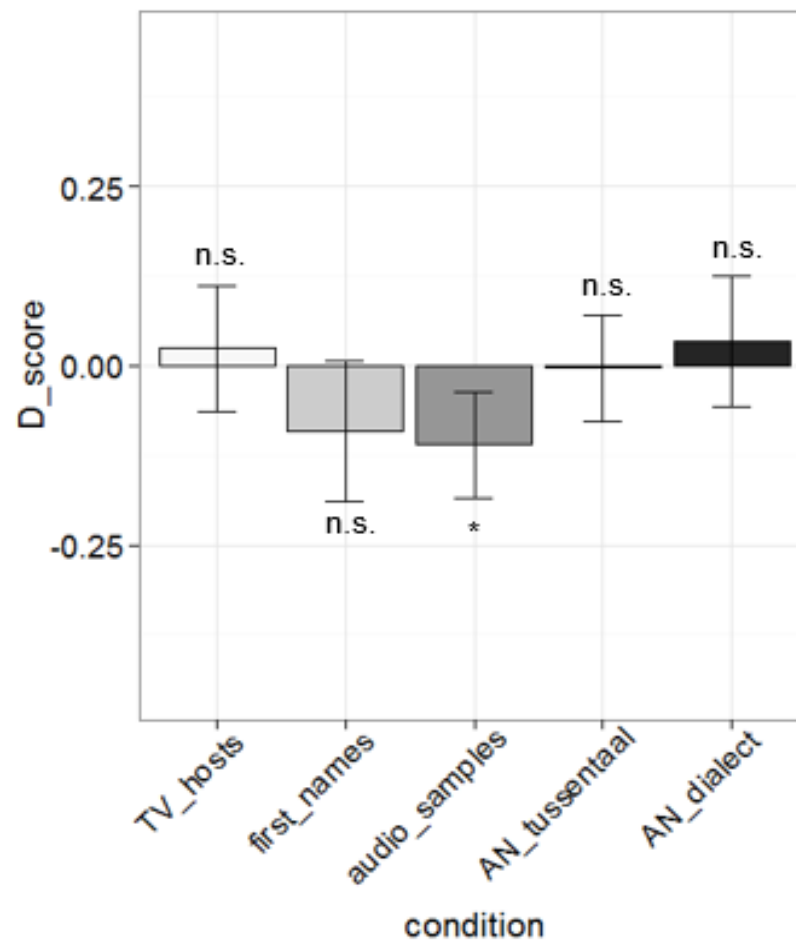
- RRT:
D scores = mean difference score between two experimental blocks (cfr. IAT)
- explicit rating task:
factor analysis = dimension reduction technique

results - RRT

prestige

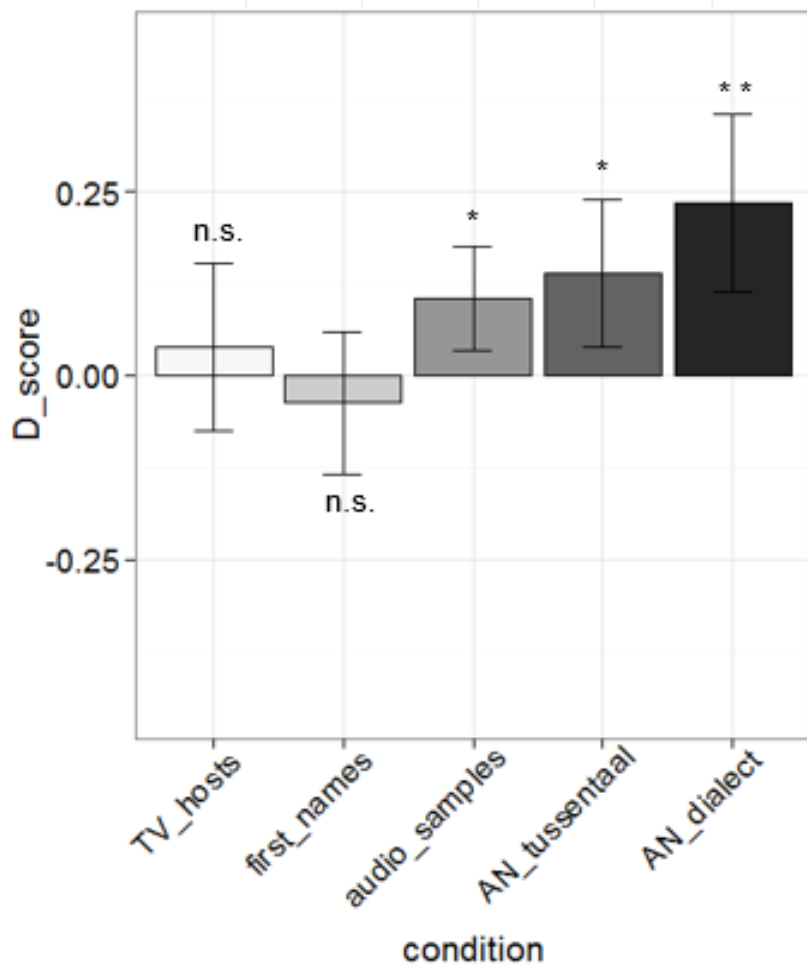


dynamism

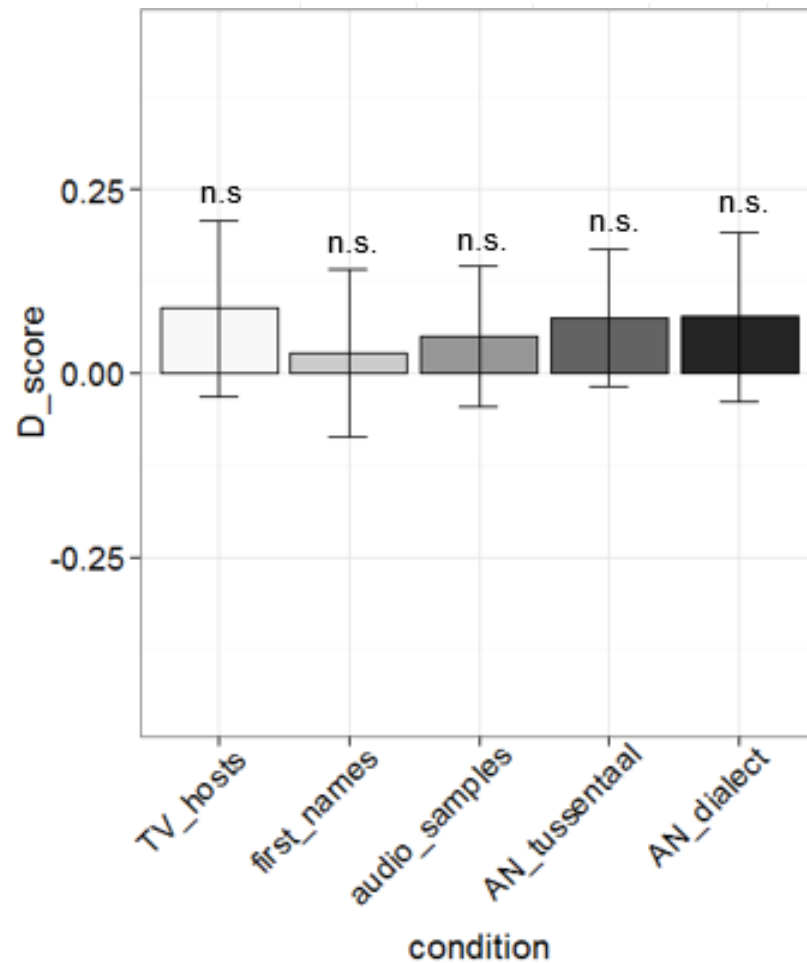


results - RRT

prestige – RRT2

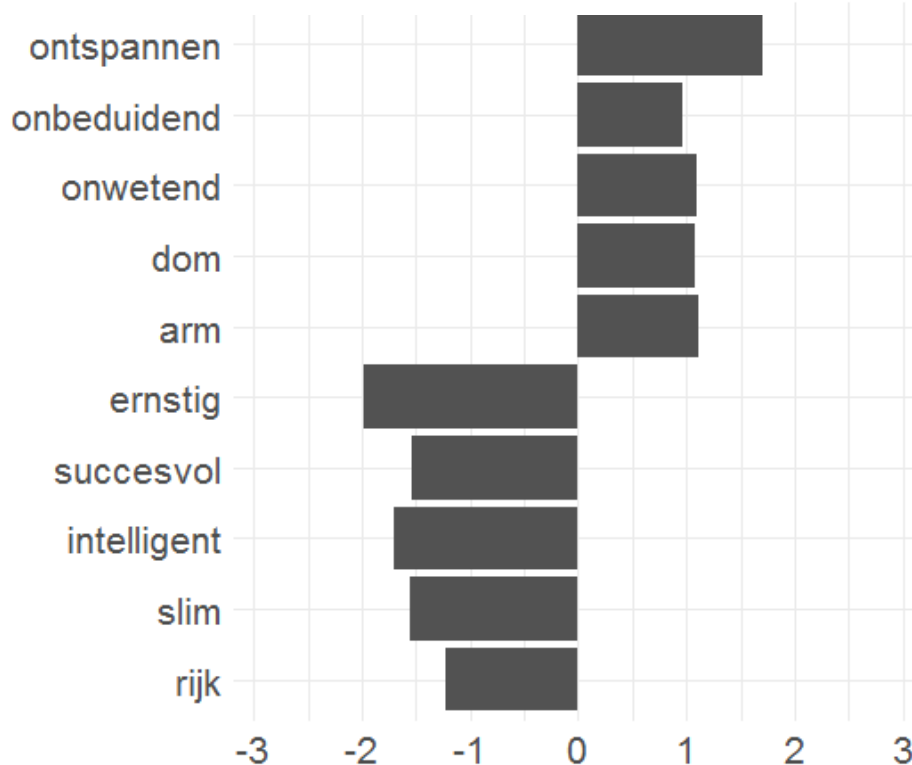


dynamism – RRT2

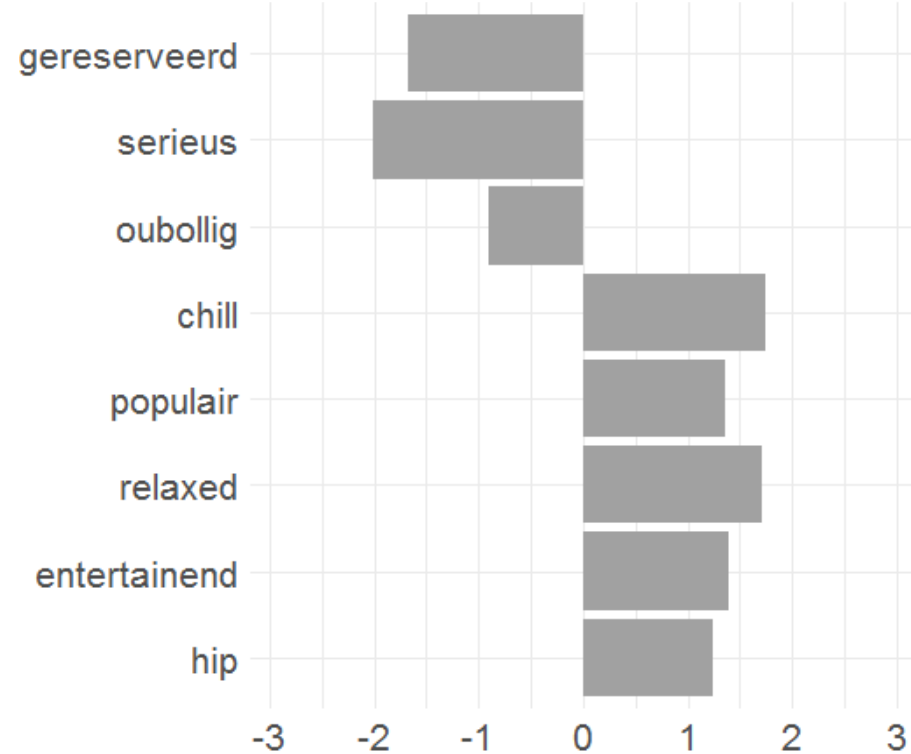


results – explicit rating task

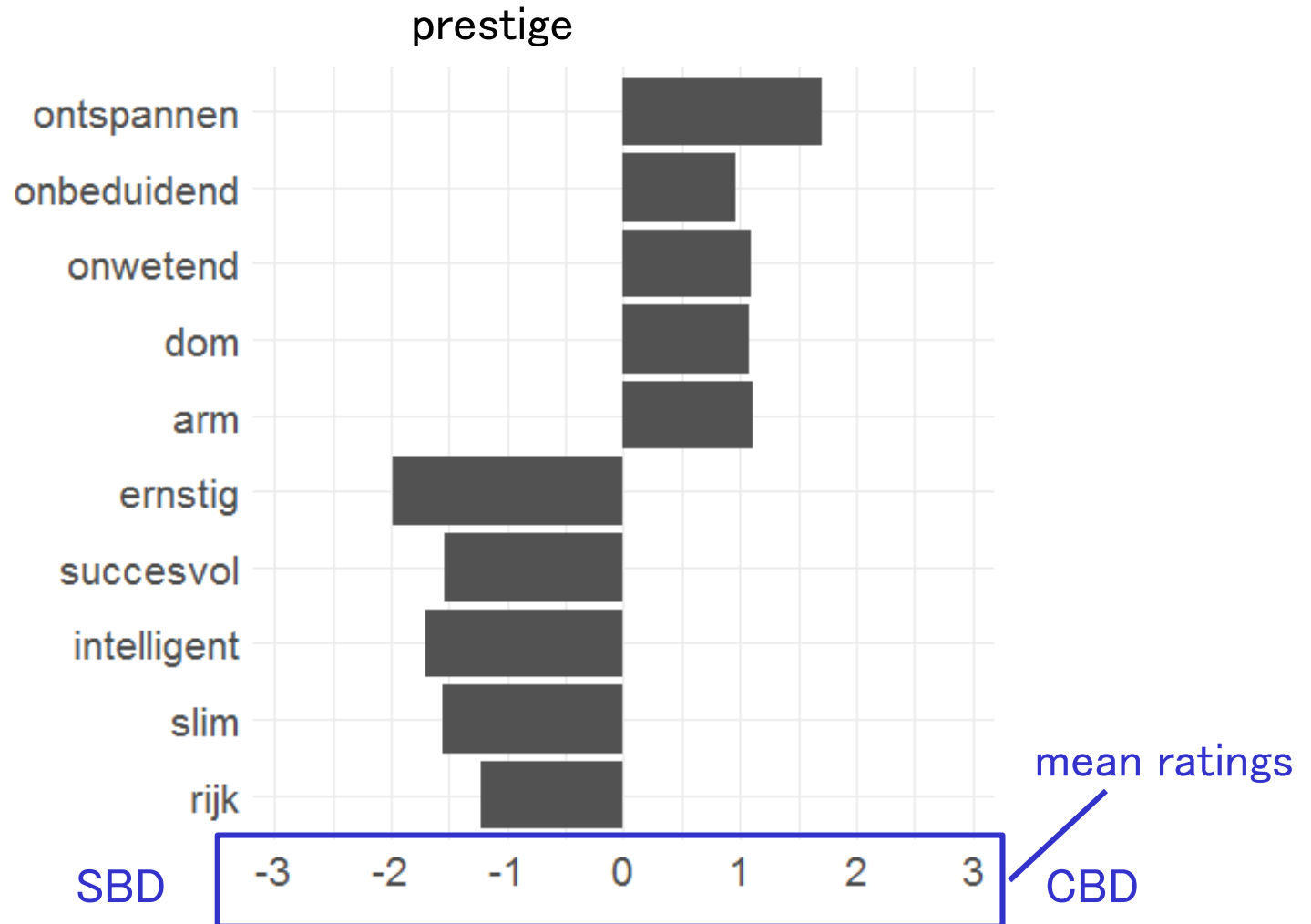
prestige



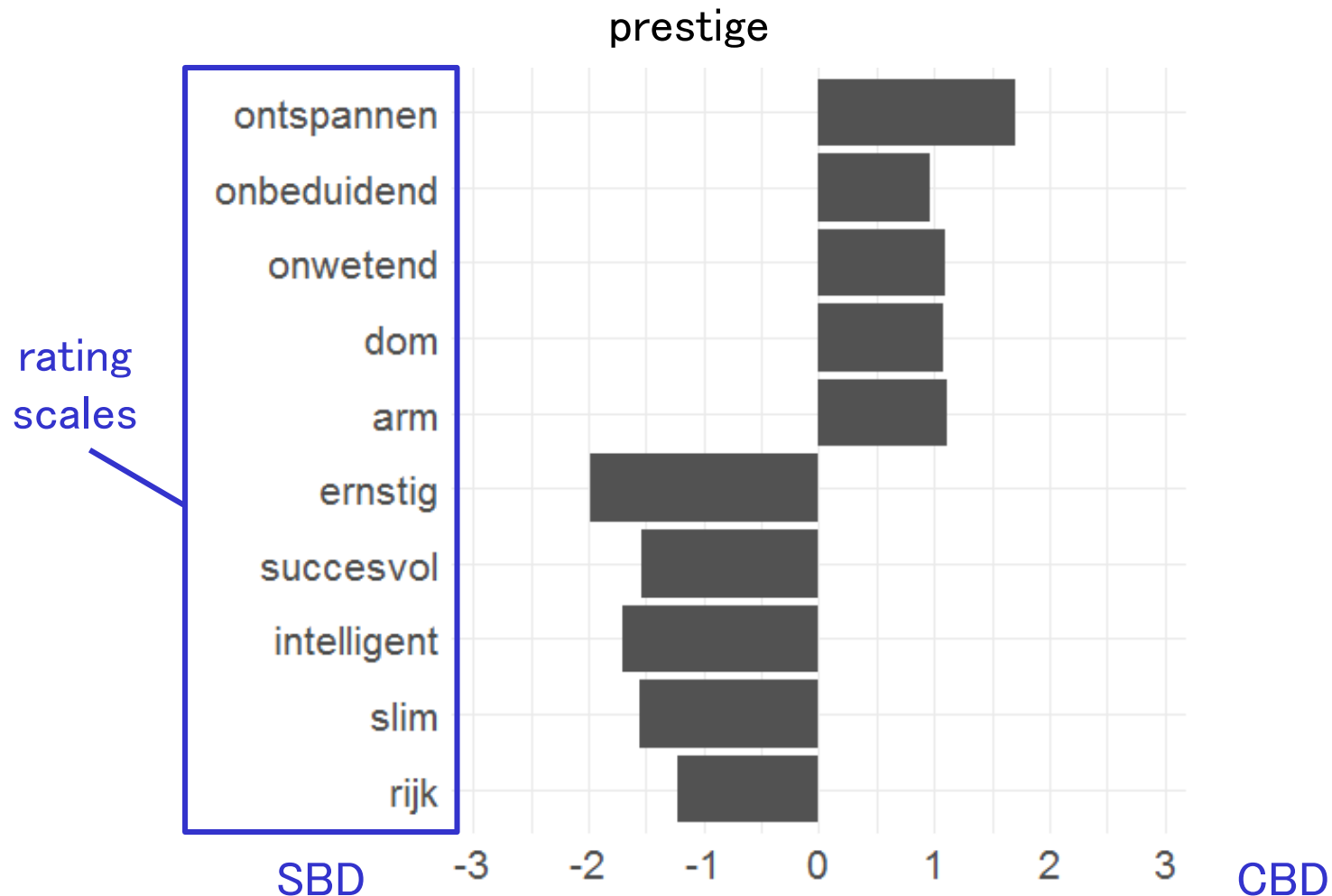
dynamism



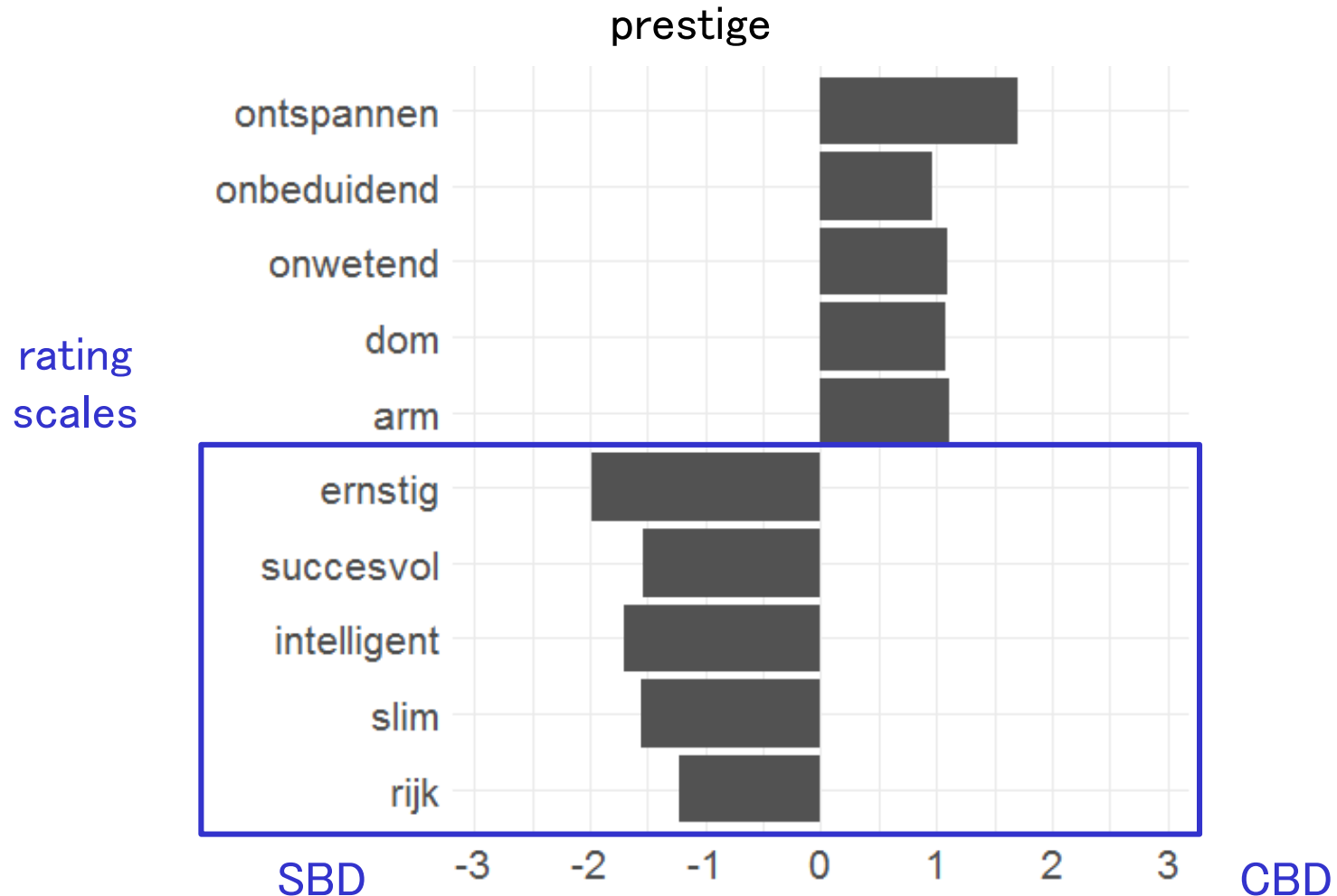
results – explicit rating task



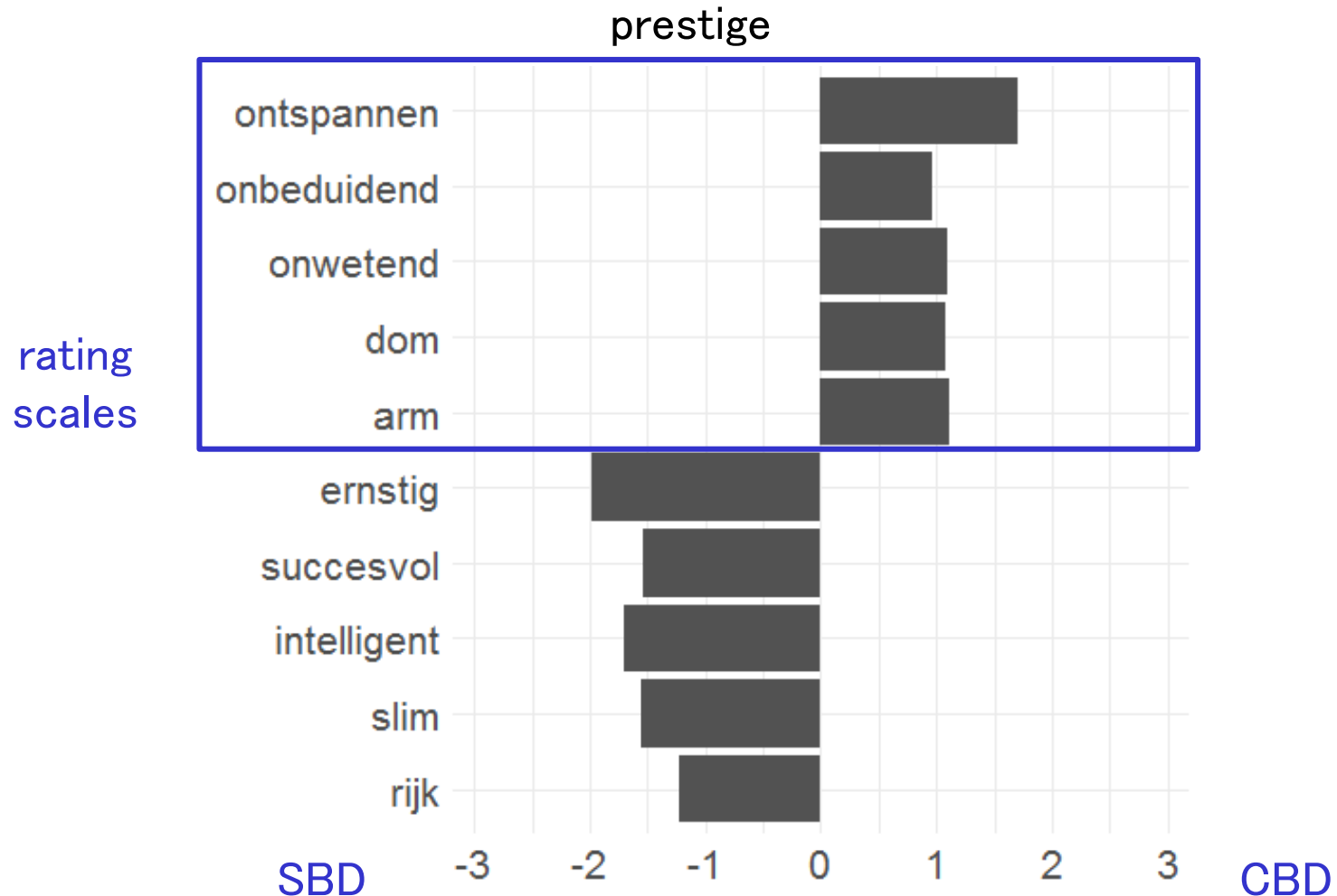
results – explicit rating task



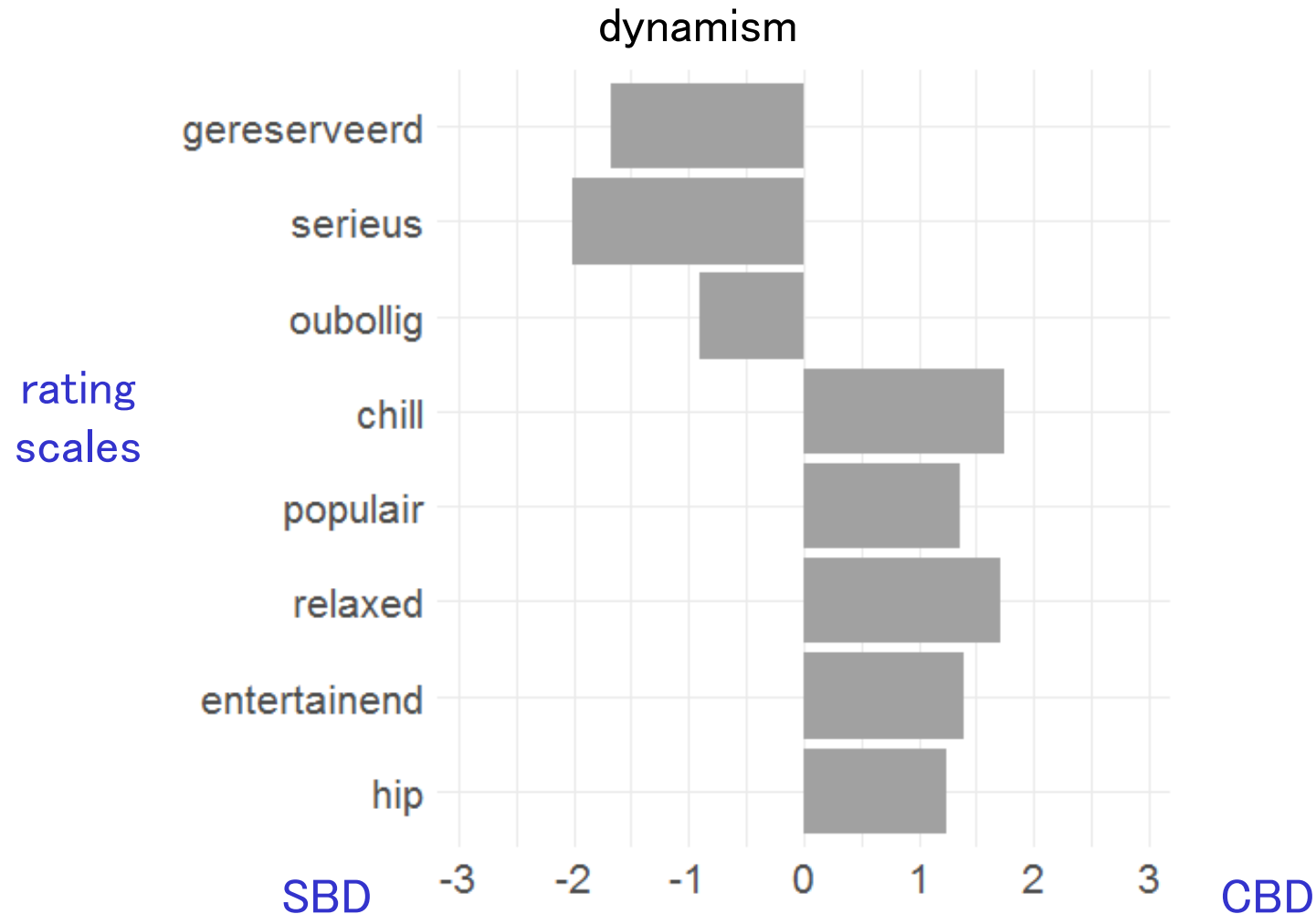
results – explicit rating task



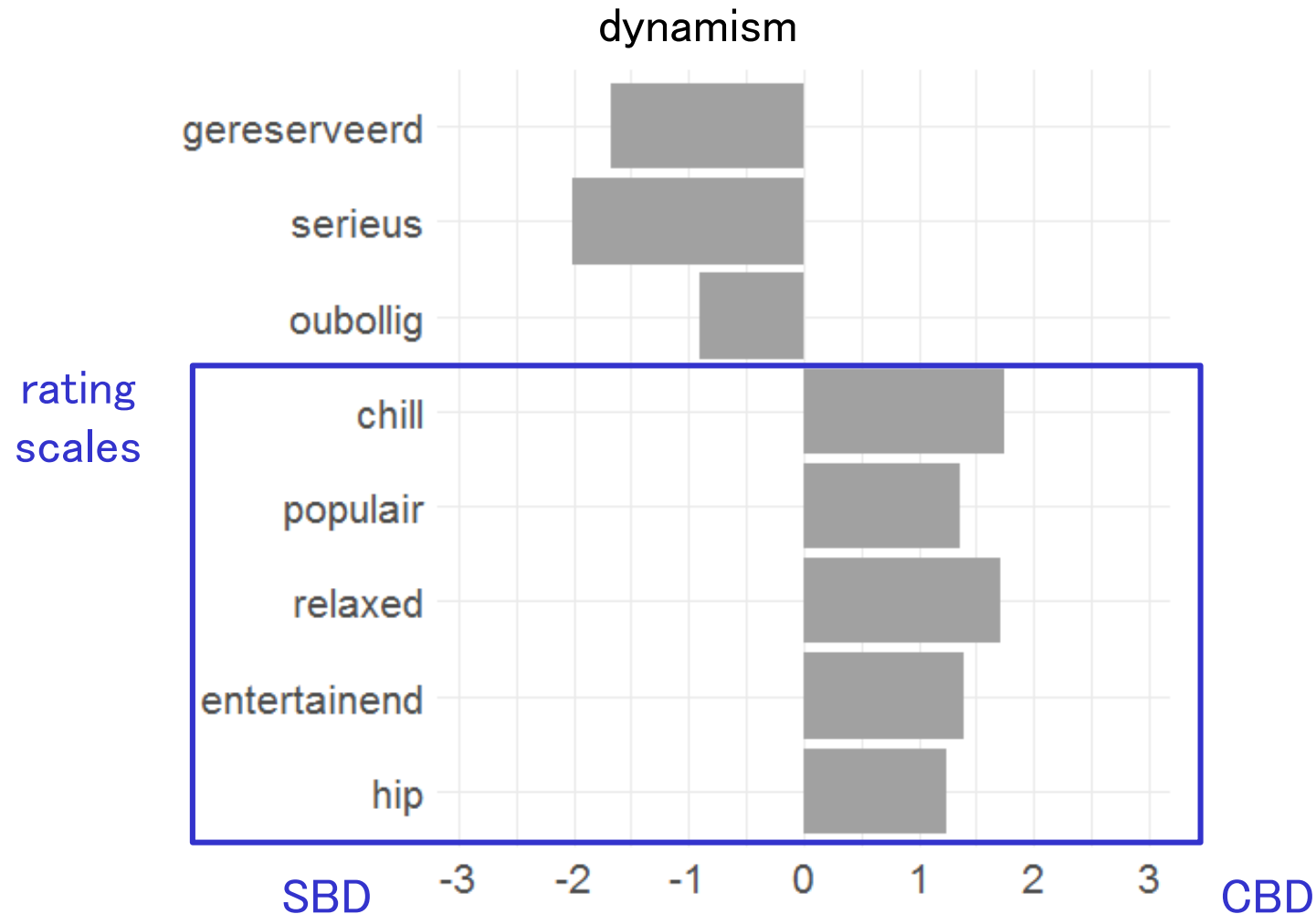
results – explicit rating task



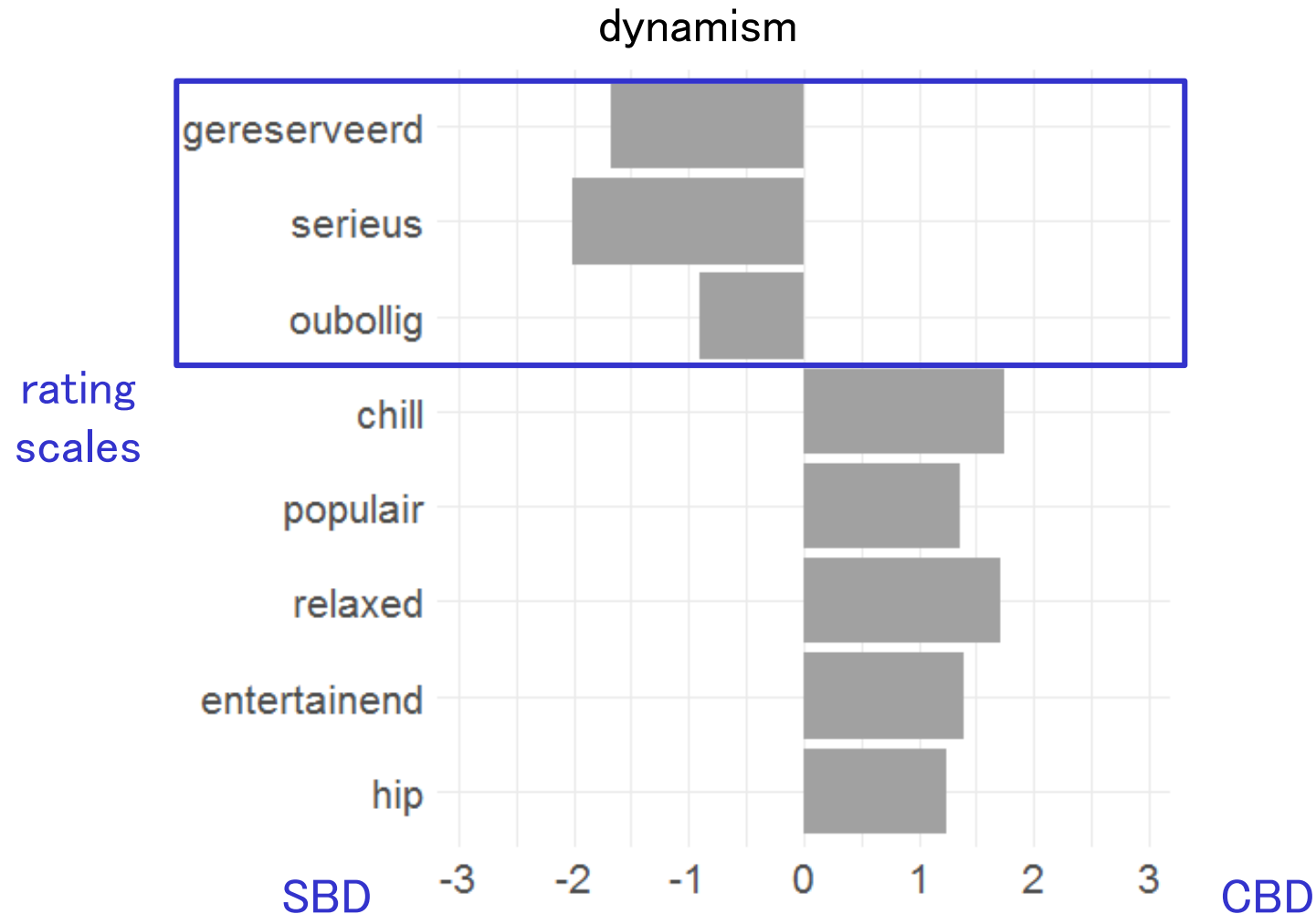
results – explicit rating task



results – explicit rating task



results – explicit rating task

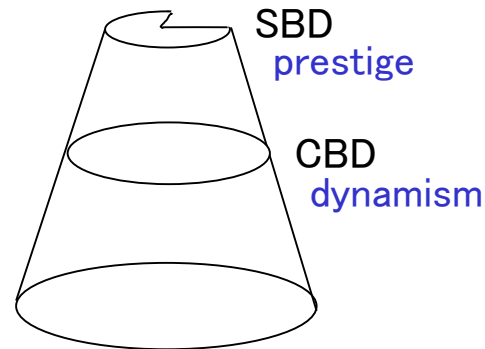


results – explicit rating task

	TV hosts	first names	fragments	tussentaal	dialect
<i>factor 1</i> <i>factor 2</i>	prestige & dynamism				
<i>factor 3</i>	seriousness/ formality	seriousness/ formality			social insignificance
<i>explained variation</i>	0.59	0.64	0.60	0.53	0.50

to sum up...

- RRT:
 - SBD ~ prestige; (CBD ~ dynamism)
 - yes, RRT can be applied to linguistic attitude research, but training effects should be factored out
- rating task:
 - SBD ~ prestige; CBD ~ dynamism
 - even in direct rating task!



thank you!
ありがとうございました

questions? suggestions?

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